

CHAPTER 5

ANNOUNCEMENTS AND PUBLICITY MATERIALS

If you are hosting an activity or event (e.g., a tour, open house, workshop, or conference) you may often have an announcement or publicity flyer which invites the public to participate or attend the activity or event. Remember that the state's obligation to provide access is the same whether the state is the sole sponsor or a co-sponsor of the activity or event.

Your activities or events may come in many different forms or shapes. Some may have a registration while others may not. Some may charge a fee while others may not. Some may simply invite the public to provide comment on an activity or document which the department or agency is making available to the general public.

EXAMPLE: The Department of Land and Natural Resources conducts public hearings when it proposes to amend its administrative rules relating to charging fees for use of state parks.

EXAMPLE: The Office of the Governor conducts public town meetings for the purpose of the Governor answering questions from constituents.

EXAMPLE: The Department of Transportation holds public meetings to receive citizen input about a proposed highway realignment in a specific neighborhood.


EXAMPLE: The Department of Hawaiian Home Lands sponsors a public hearing to inform interested persons of a new housing project and eligibility criteria for application.

EXAMPLE: The Hawaii Community Development Authority, attached to the Department of Business, Economic Development, and Tourism sponsors a public meeting to inform the Kaka'ako community of a proposed master plan for the development of new housing and commercial properties.


Announcements, brochures, and publicity materials will play an important role in determining how accessible your activity or event is for people with disabilities. Your announcements will be the primary means by which you inform people with disabilities that you welcome them as part of your audience and are willing to assist in making the activity or event more accessible. Your announcements and other publicity materials need not contain a full description of all the accessibility features of the activity. They merely need a statement to alert attendees that you have taken accessibility into consideration and then provide the name of a follow-up contact person and accessible phone number (by voice and TTY).

 *Refer to **ATTACHMENT I** for sample statements for announcements and publicity materials.*

Printed information should ensure maximum readability for individuals who are blind or who have low vision.

 Refer to **ATTACHMENT F** for guidelines on producing materials in print format.

Your announcements should contain your phone number. Ideally, your phone number should be accessible by a TTY for individuals who are deaf, hard of hearing, or speech-impaired. If you do not have a TTY, ensure that your staff are knowledgeable as to how to receive an incoming phone call from a person using the Telecommunications Relay Service (TRS).

 Refer to **ATTACHMENTS J and K** for information on telephone communication devices and the TRS.

Remember that all the guidelines in **Chapter 4** also apply if you have a request for alternate format for your printed materials.

CHECKLIST FOR ENSURING ANNOUNCEMENTS, BROCHURES, AND PUBLICITY ARE ACCESSIBLE TO PERSONS WITH DISABILITIES

YES NO

___ ___ Appropriate wording has been used to inform attendees that requests on the basis of disability can be arranged.

 Refer to **ATTACHMENT I** for sample statements for announcements and publicity materials.

___ ___ The phone number on the announcements, brochures, and publicity materials is accessible via a TTY with a TTY number listed.


___ ___ If YES, staff is knowledgeable on how to use the TTY.

 Refer to **ATTACHMENT J** for information on telephone communication devices.

___ ___ If NO, staff is knowledgeable on how to use the Telecommunications Relay Service (TRS).

 Refer to **ATTACHMENT K** for information on how to use the Telecommunications Relay Service (TRS).

___ ___ The announcements, brochures, and publicity materials are typeset for easy reading.

 Refer to **ATTACHMENT F** for guidelines on producing materials in print format.